

# *Promoting the Good Works of* **INDIANA AGRICULTURE**

## **Questions from Team Meetings with Task Force**

*Updated: January 2, 2014*

### **Should teams provide budget options rather than just one budget recommendation?**

It is completely up to the teams to decide whether they want to submit one budget recommendation or multiple options. If options are provided, please be descriptive about why options were submitted and what the value for each option provides.

### **Will other teams be in attendance at our meetings with the RFP group?**

Yes, it is possible that multiple teams will be attending meetings together. The meetings will be filled on a first come, first served basis for registration and seats are limited. Attendance is taken at each meeting.

### **Have you tried any marketing or communication approaches like this contest before? If so, what didn't work?**

To the best of our knowledge, a contest with this goal (tell the story of the Good Works of Indiana Agriculture) has not been attempted before.

### **Why was the contest approach selected? Why not just hire an agency?**

The Lt. Governor and the task force believe strongly in education and providing students with "real life" work experience and opportunities. In addition, this contest allows many more bright minds – some of Indiana's best and brightest -- to work on the project, which gives us many more potential, creative solutions to consider. Many students participating in the contest are within the targeted demographic that we hope to reach as well.

### **For placement purposes, are we permitted to pull logos from the IN.gov website?**

Yes. High resolution logos will replace the temporary logos you use for placement before anything is published.

### **Should the teams consider the task force as partners or clients?**

We are your client.

### **Should any particular business or industry segment be highlighted?**

That is a decision up to the teams. Keep in mind that this contest is about Indiana Agriculture, and agriculture includes a variety of different segments.

### **Will the judges share their judging rubric prior with all of the teams prior to judging?**

No. Each team is asked to submit their best work that meets the needs of the client.

**What are the due dates? When will the top three teams and the winner be announced?**

- February 14: RFP Due to Abigail Maurer via email ([amaurer@isda.in.gov](mailto:amaurer@isda.in.gov)).
- March 7: Top three teams announced
- March 24: Top three teams present to judges, winning team announced and a press conference with Lt. Gov. Ellspermann, followed by a reception for the finalists at the Governor's residence.